

COMMUNITY BENEFITS

QUARTERLY REPORT

SPRING 2020



On the Gordie Howe International Bridge project, **community benefits are identified opportunities that can advance economic, social or environmental conditions for local communities.** In developing the Community Benefits Plan, it was key that the initiatives selected for implementation would provide positive outcomes for the Windsor-Detroit region and specifically focus on enhancing the Sandwich and Delray communities, the neighbourhoods closest to the project area.

Community benefits initiatives will be delivered by the project team, a collaboration between Windsor-Detroit Bridge Authority (WDBA), Bridging North America (BNA) and the State of Michigan.

The Community Benefits Plan is comprised of two components:



THE NEIGHBOURHOOD INFRASTRUCTURE STRATEGY focuses on collaborating with stakeholders and community members through consultation to develop a community betterments strategy based on priorities identified through public consultation, including: community partnerships, community safety and connections, economic benefits, and/or aesthetics and landscaping.



THE WORKFORCE DEVELOPMENT AND PARTICIPATION STRATEGY is geared toward engaging businesses and focuses on supporting workforce, training and pre-apprenticeship/apprenticeship opportunities.



WORKFORCE DEVELOPMENT AND PARTICIPATION STRATEGY HIGHLIGHTS AND ACCOMPLISHMENTS

CUMULATIVE TOTALS FROM SEPTEMBER 2018 TO MARCH 2020

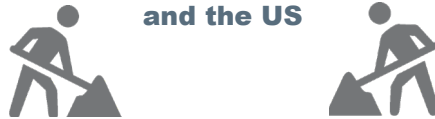


70
co-operative learning students engaged on the project

25+
educational engagements



2800+
individuals oriented to the project in Canada and the US



50%
are local*



*"Local" is defined as being within the City of Detroit or within 100 kilometres of the City of Windsor

60+
pre-apprentices/
apprentices assigned to the project



150+
local* businesses engaged on the project



To learn more about employment and procurement opportunities on the project visit GordieHoweInternationalBridge.com.

We wish to acknowledge that the land in Canada where the Gordie Howe International Bridge project will be constructed sits on Anishinaabe Territory. The Anishinaabeg in the Windsor area are known as the Three Fire Confederacy which consists of the Ojibwe, Odawa, and Potawatomi Nations. This land has also served as a place of refuge for the Huron/Wendat people.

BENEFITING ECONOMIC DEVELOPMENT

Since the start of construction in fall 2018, employment and skilled trades opportunities on the project have included:

- Engineering
- Finance
- Health and safety
- Procurement
- Construction management
- Communications
- Administration
- Carpenters
- Insulators
- Ironworkers
- Laborers
- Electricians
- Operators
- Plumbers



A local employment council, **Workforce WindsorEssex**, developed *Bridging Our Workforce: A Guide to Jobs Related to the Gordie Howe International Bridge* to help identify the anticipated jobs that will be required in both countries. For more information please visit: workforcewindsor.essex.com/bridge-jobs-guide.

Between January and March 2020, the project team participated in **three career fairs** and **seven engagement events**, including the following activities:

- Essex District High School Pathway Night Career Fair
- St. Clair College and University of Windsor Annual Job Fair
- Michigan Infrastructure and Transportation Association (MITA) Annual Conference
- SER Metro-Detroit Winter Career Fair
- Michigan Hispanic Contractors Association Resources and Opportunities Event
- Great Lakes Design and Construction Expo
- Michigan Economic Development Corporation Meet the Buyers Event
- Wayne County Business Inclusion Division Business Readiness and Opportunity Workshop
- Michigan Minority Development Council Presentation
- Windsor Essex Regional Chamber of Commerce Emerging Leaders Presentation



Michigan Hispanic Contractors Association 2020
Photo: Juan Carlos Dueweke-Perez, Featherstone Moments

BENEFITING EDUCATION



For interactive and educational material, please visit the Kid Construction Zone on the project website: GordieHoweInternationalBridge.com.

Student Mentorship

In February 2020, WDBA participated in the University of Windsor's Job Shadow Experience Program where three students observed WDBA employees during a day at work to gain a better understanding of career opportunities, the work environment and the industry. Additionally, WDBA took part in the University of Windsor's Human Resources Specialization Day, participating in a panel discussion on career paths.

School Outreach

The Gordie Howe International Bridge project has a robust school outreach program that engages students at all education levels in Windsor-Essex and the Greater Detroit Area. Customizable in-class and after-school presentation modules include a project overview and interactive learning centered on the environment, careers and construction. Request a presentation through the 'Contact Us' page on the website.

UPCOMING WORKFORCE DEVELOPMENT AND PARTICIPATION STRATEGY INITIATIVES

- Annual information session with workforce development organizations
- The creation of a Trades-Specific Steering Committee to inform outreach activities and apprentice engagement
- Hiring of co-op students
- Ongoing school and business engagements



NEIGHBOURHOOD INFRASTRUCTURE STRATEGY IMPLEMENTATION

BENEFITING COMMUNITIES THROUGH THE COMMUNITY ORGANIZATION INVESTMENT INITIATIVE



In June 2020, the project team announced the first recipients of the Community Organization Investment initiative, which provides an annual investment of **\$100,000 (CDN)** for community organizations servicing Sandwich/west Windsor or Delray/Southwest Detroit. This initiative will run for five years, investing a total of \$500,000 (CDN) in the two communities.

Sixty applications were received, totalling over \$1,000,000 (CDN) in requested funding. Eligible applications were reviewed by members of the Local Community Group to ensure that the projects reflected community feedback and priorities.

The following nine initiatives were selected and will receive funding in July 2020. These projects will be delivered between July 2020 and December 2021.



CANADIAN INITIATIVES

Sandwich Underground Railroad Freedom Museum

Sandwich First Baptist Church - \$20,000

Develop a heritage museum to honour the Sandwich area's role with the Underground Railroad and to celebrate African Canadians' contributions.

Helping Hands Friendship Centre

Society of Saint Vincent de Paul Windsor Essex - \$11,000

Expand existing services to community members by providing activities including educational programs and holiday celebrations.

Spreading Our Roots

Friends of the Court - \$8,000

Update landscaping surrounding Sandwich's Mackenzie Hall including planting large stock native trees and repositioning a heritage pear tree.

Big Neighbourhood - Sandwich

Big Brothers Big Sisters of Windsor Essex - \$4,500

Create a targeted outreach campaign, including four outreach events, to recruit new mentors to serve 75 more youth from the Sandwich area.

Binational Detroit River Cleanup

Essex Region Conservation Authority - \$4,100

Host Detroit River Canadian Cleanup event to include two locations in Windsor: Black Oaks Heritage Park/Ojibway Shores and the area between Queen's Dock Park and McKee Park.

Grand Opening Event: Duff-Bâby Mansion

Les Amis Duff-Bâby - \$2,400

Host a grand opening event to commemorate the partnership between the City of Windsor, Ontario Heritage Trust and Les Amis Duff-Bâby allowing regular public access to the historically significant structure and site.



US INITIATIVES

The BID Is Open For Business!

West Vernor & Springwells Business Improvement District (BID) - \$20,000 (CDN)

Design and implement a social media campaign to attract more customers to West Vernor and Springwells businesses at specific times of the year.

Southwest Expanded Seniors Services

Bridging Communities Inc. - \$15,000 (CDN)

Increase the social interactions of seniors in Delray through enhanced supportive services including wellbeing checks and community events.

Food Pantry Equipment & Replacement Expansion Program

Ste. Anne de Detroit Catholic Church Food Pantry - \$15,000 (CDN)

Purchase equipment to enhance food storage and handling capabilities to serve a growing number of locals seeking food assistance.

Updates on these initiatives will be provided on the project website, social media platforms and in future Community Benefits reports. The next call for Community Organization Investment applications will take place in fall 2020.

BENEFITING COMMUNITIES



Sandwich Community Art Project

Be a part of the art! Life After Fifty has launched the **West End Art Project**, a public art initiative that will engage youth and the surrounding community to celebrate the culture and heritage of Sandwich/west Windsor. Visit [Facebook.com/WestEndArtProject](https://www.facebook.com/WestEndArtProject) or www.instagram.com/westendartproject to participate in the community survey or to submit photos, videos, stories and digital art to inspire the next public art piece in west Windsor.

In spring 2020, the project team continued to progress the Neighbourhood Infrastructure Strategy by providing funding to the following initiatives:



People's Community Services Partnership

People's Community Services of Metropolitan Detroit received the first of three annual installments of **\$65,000 (CDN)** to support structured enrichment programming for Delray youth. Funded activities include tutoring, academic support, sports, field trips, fine arts activities, community service projects and providing employment experience. **\$32,400 (CDN)** was also released to People's Community Services to fund repairs to the roof at Delray Neighborhood House.



Clark Park Improvements

The project team purchased and donated outdoor fitness equipment, valued at **\$100,000 (CDN)**, to the City of Detroit for installation at Clark Park in Southwest Detroit. This donation complements the City's Clark Park Master Plan.

UPCOMING NEIGHBOURHOOD INFRASTRUCTURE STRATEGY ACTIVITIES

CANADIAN

- 2020 Sandwich Business Summit
- Annual investment to ProsperUS for programming specific to the Sandwich Community
- Tree planting initiatives in Windsor (postponed until 2021)

US

- Tree planting initiatives in Detroit
- Donation of vans to community partners in Delray
- Selection of a delivery partner for the Delray Home Improvement Program and outreach to eligible households

All 2020 Community Benefits Plan initiatives are being monitored and evaluated for possible effects on implementation due to COVID-19. The project team intends to implement these initiatives safely while still delivering on our commitments to the community.

THE GORDIE HOWE INTERNATIONAL BRIDGE PROJECT is a once-in-a-generation undertaking. Not only will the project deliver much-needed transportation improvements for international travellers, it will also provide jobs and opportunities for growth to the Windsor, Ontario and Detroit, Michigan region and includes features that make this project truly distinctive. A key project element is the inclusion of a Community Benefits Plan.

The project consists of four components:



THE BRIDGE



CANADIAN PORT OF ENTRY



US PORT OF ENTRY



MICHIGAN INTERCHANGE

For more information about the progress of the Community Benefits Plan connect with us:

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- WDBA-APWD
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- YouTube.com/GordieHoweBridge

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